



SKIFT TRAVEL HEALTH INDEX

AUGUST 2022 HIGHLIGHTS

SKIFT RESEARCH TAKE

While not fully recovered, travel is taking on recognizable and predictable patterns in most regions. Asia Pacific is the exception, where there are still major fluctuations in travel performance with every new announcement of loosening and tightening of pandemic-related restrictions.

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REPORT OVERVIEW

This report highlights the latest insights from the Skift Travel Health Index. The index covers travel's performance since January 2020, up to and including August 2022.

The Skift Travel Health Index is a real-time measure of the performance of the travel industry at large, and the core verticals within it. The Index provides the travel industry with a powerful tool for strategic planning, which is of utmost importance as times remain uncertain.

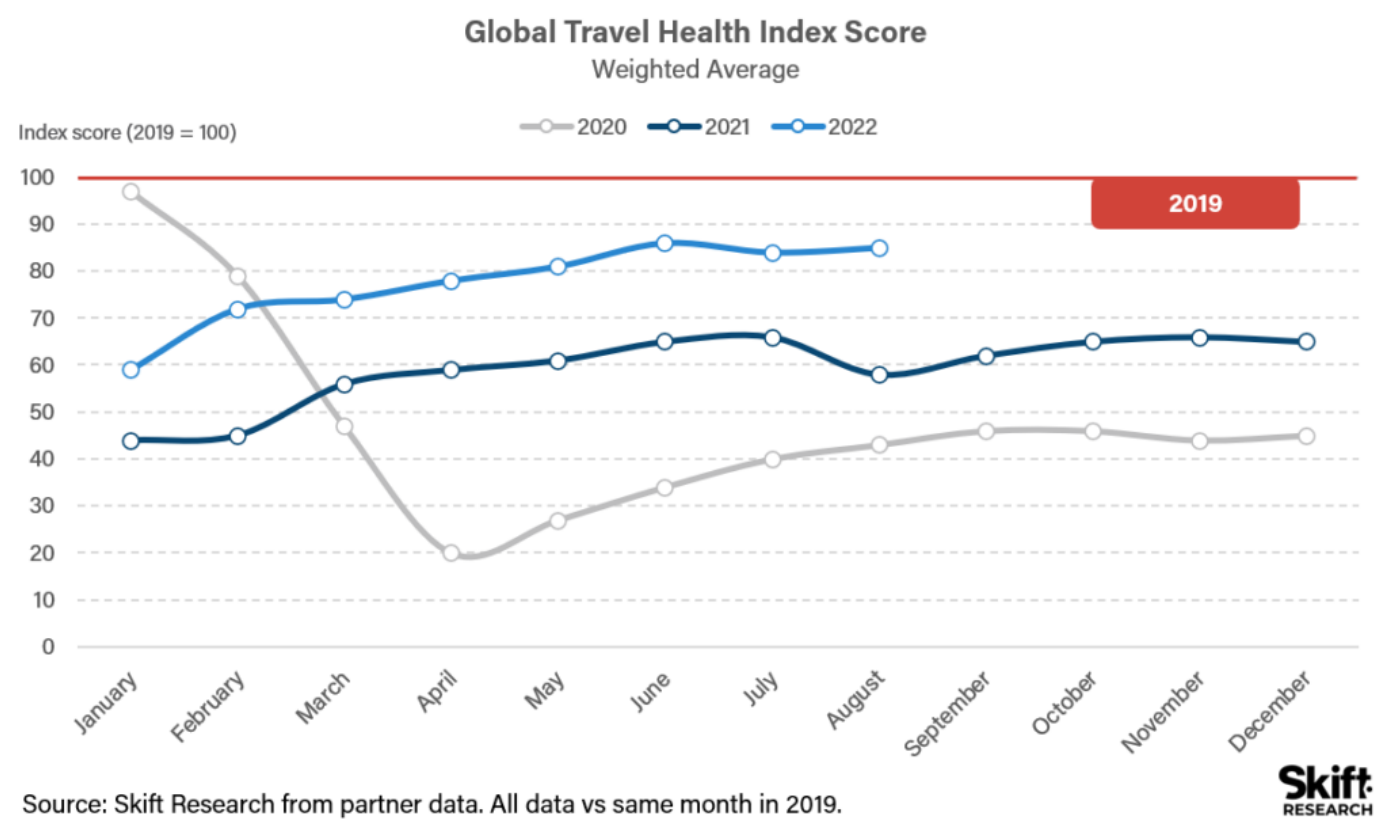
Skift Research launched the Index in May 2020 as the Skift Recovery Index. At the start of 2022 we rebranded the Index as the Skift Travel Health Index, to reflect some far-ranging changes: the addition of many more indicators, additional data partners, and most importantly, our continued effort to track the industry health beyond the impact of the Covid-19 pandemic.

We are thankful for the support of our data partners: [Amadeus](#), [Aviasales](#), [Beyond](#), [CarTrawler](#), [Cendyn](#), [Collinson](#), [Criteo](#), [Duetto](#), [ForwardKeys](#), [Hotelbeds](#), [Key Data Dashboard](#), [OAG](#), [Onyx CenterSource](#), [OTA Insight](#), [RateGain](#), [Shiji Group](#), [Skyscanner](#), [Sojern](#), [Transparent](#), and [TrustYou](#). Their data allows us to provide you with a monthly assessment of travel's performance.

RECOVERY LARGELY STALLED DURING SUMMER MONTHS

As the summer season ends in most of the northern hemisphere, we take a brief look at the performance of the travel sectors and countries.

The Skift Travel Health Index global score, which is a weighted average of scores for the 22 countries we track, registered a 1 percentage point increase between July and August, to now stand at 85. This means that the travel industry performance currently tracks 15% below 2019 levels.



From a regional perspective, two large regions in Asia Pacific and North America did not see any movement, while the other regions all grew. For Asia Pacific, this is the first time since the beginning of the year that the region did not register growth.

	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Jul-Aug change
Asia Pacific	56	59	63	73	75	75	0 pp
Europe	81	89	95	94	87	91	+4 pp

	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Jul-Aug change
Latin America	97	105	103	103	99	102	+3 pp
Middle East and Africa	88	92	99	95	89	96	+7 pp
North America	98	102	100	103	99	99	0 pp
Global average	74	77	81	86	84	85	+1 pp

In terms of sectors, the vacation rental and car rental sectors performed well in August compared to a month prior, while aviation and hotels saw their performance drop compared to the previous month.

	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Jul-Aug change
Aviation	62	66	69	71	70	69	-1 pp
Hotels	78	86	94	103	98	95	-3 pp
Vacation Rentals	109	106	106	107	107	113	+6 pp
Car Rental	82	84	85	87	88	93	+5 pp

ASIA'S RECOVERY REMAINS UNPREDICTABLE

At a country level, Hong Kong registered the strongest month-over-month growth, with Russia also continuing to see decent demand, particularly domestically, despite all sanctions. However, despite strong monthly growth, Russia is the only country in our coverage that has seen its performance drop on an annual basis compared to August 2021.

Country	July 2022 score	August 2022 score	MoM Growth (abs)	MoM Growth (%)	YoY Growth (%)
Hong Kong, China	45.7	61.2	15.5	33.9%	89%
Russia	52.2	57.8	5.6	10.7%	-33%
South Africa	78.7	85.5	6.8	8.6%	66%
United Arab Emirates	96.1	103.6	7.5	7.8%	53%
Indonesia	76	81	5.0	6.6%	225%
Singapore	79.1	84.2	5.1	6.4%	247%
Japan	61	64.8	3.8	6.2%	123%
Germany	77.9	81.6	3.7	4.7%	26%
India	102.3	106.7	4.4	4.3%	79%
Mexico	109.2	113.6	4.4	4.0%	9%
United Kingdom	95.1	98.9	3.8	4.0%	53%
Spain	89	92.4	3.4	3.8%	25%
Brazil	96	99.4	3.4	3.5%	12%
France	95.9	98.9	3.0	3.1%	35%
Canada	94.2	96.9	2.7	2.9%	39%
Turkey	99.7	102.3	2.6	2.6%	29%
Italy	99	100.7	1.7	1.7%	42%
Argentina	95.5	96.7	1.2	1.3%	101%
U.S.	99.3	100	0.7	0.7%	27%

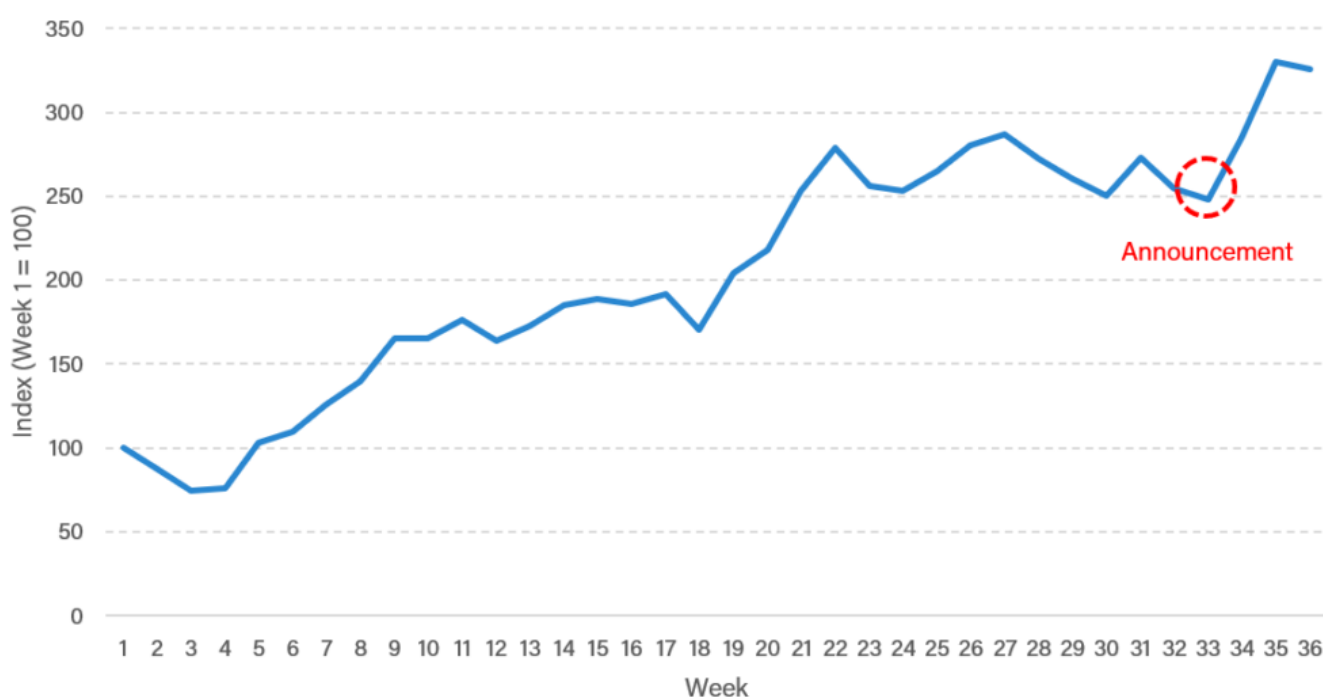
Country	July 2022 score	August 2022 score	MoM Growth (abs)	MoM Growth (%)	YoY Growth (%)
Australia	92.8	93.3	0.5	0.5%	222%
Thailand	76.9	74.7	-2.2	-2.9%	283%
China	67.4	63.6	-3.8	-5.6%	48%

China, after strong optimism last month that lockdown policies might be loosened, was hit by reality when new lockdown restrictions were put in place for many. Currently, close to 300 million Chinese residents are [under some form of lockdown](#), impacting their travel behavior. Figures on the long weekend [Mid-Autumn Festival in early September](#) already show that tourism revenues stalled at 61% of 2019 levels. This is also 28% lower than last year. The upcoming National Day in early October will likely also be affected, as people are encouraged to stay close to home.

In contrast, the [Singapore government has announced](#) that same-day visitors will no longer be required to be vaccinated when entering the country. The need to quarantine for seven days is also scrapped. Instead, visitors just need to show a negative test result. These changes are likely to especially boost Malaysian arrivals at the city state's only land border.

Meanwhile, [Japan also announced](#) that beginning September 7, arriving or returning travelers no longer need a negative test when vaccinated and boosted. Entry visa requirements remain very strict for foreign travelers, but data provided by Skyscanner shows that the effect on Japanese travelers looking for outbound flights was immediate.

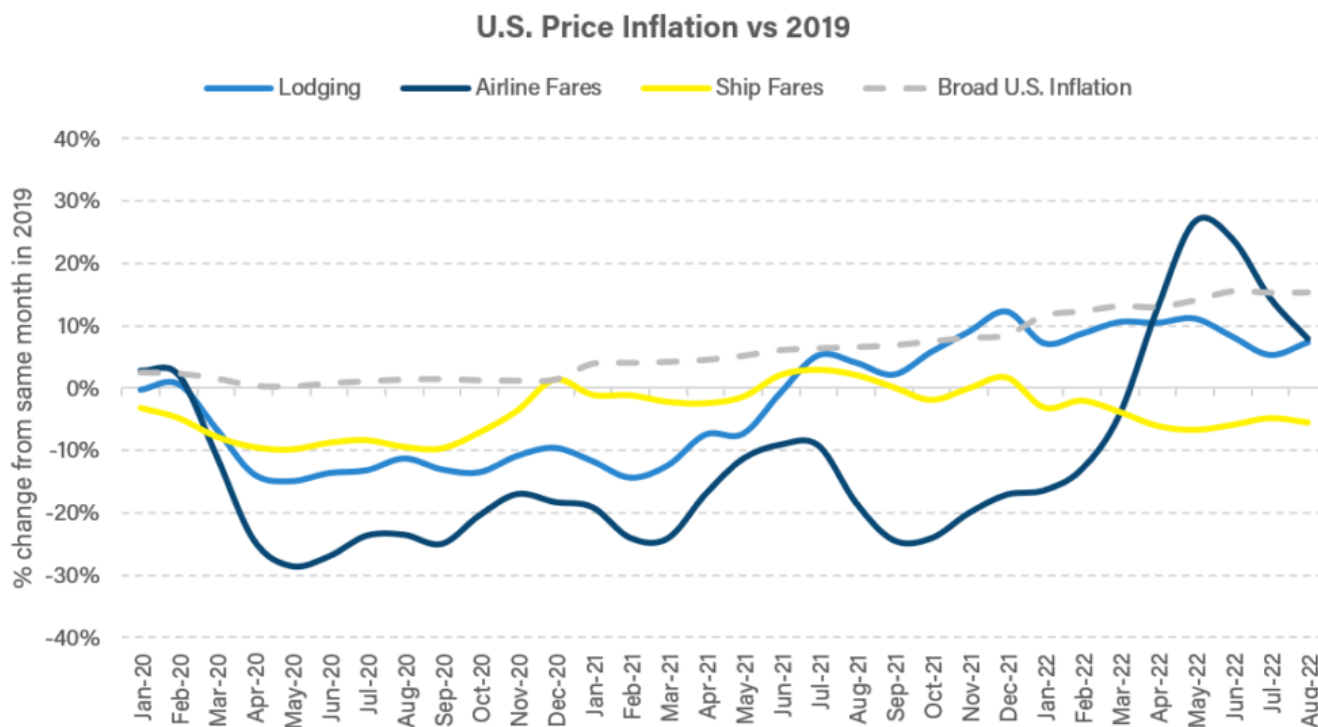
Outbound Flight Searches by Japanese Residents in 2022



Source: Skyscanner

PRICES REMAIN HIGH

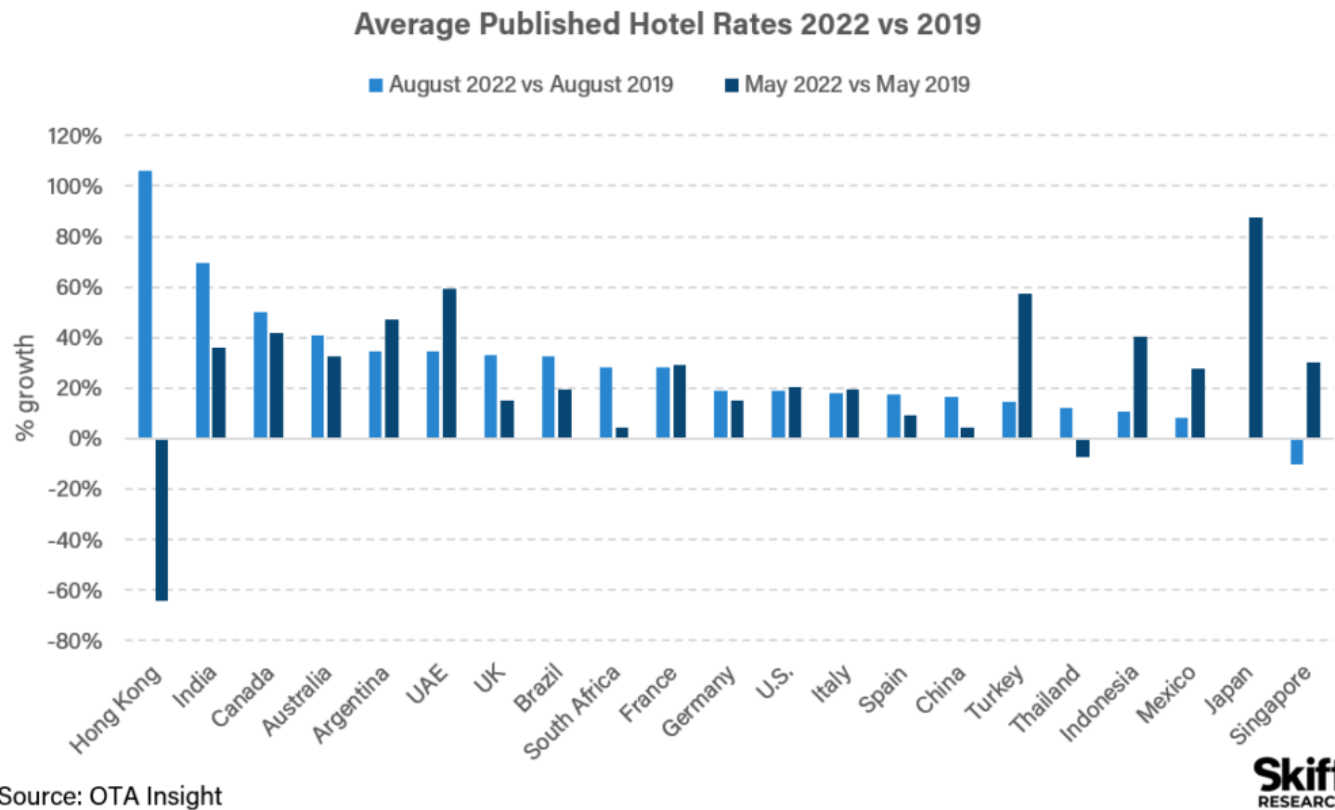
Earlier this week, the latest data from the U.S. Bureau of Labor showed that [inflation is persistently growing](#), with stronger price rises than analysts expected.



Source: Skift Research from Federal Reserve Economic Data, as of August 2022



Data from our partner OTA Insight shows that hotel prices are also not showing any sign of letting up. In August 2022, only in Singapore were hotel rates lower now than in August 2019. The largest difference was in Hong Kong, where prices in August 2022 were 106% above 2019 levels. This is a major swing from only three months ago, when hotel rates in the city state were still 65% below 2019 levels.



An [interesting study by our data partner Collinson](#) shows, however, that travel spending might be resilient, despite increasing rates. Collinson surveyed its Priority Pass members, with 62% noting that they “would rather cut back on non-essential retail purchases than reduce their travel budgets.” 30% of respondents said they would rather stop going to restaurants, 25% would stop going to the gym, and 21% would cancel their streaming services, if it would mean they could continue to travel.

Collinson also notes that its members are less cautious about traveling today than they were when asked in May 2021. In last year’s survey 35% of respondents said they were cautious about traveling, while this dropped to 16% in the most recent survey.

METHODOLOGY

DATA PARTNERS

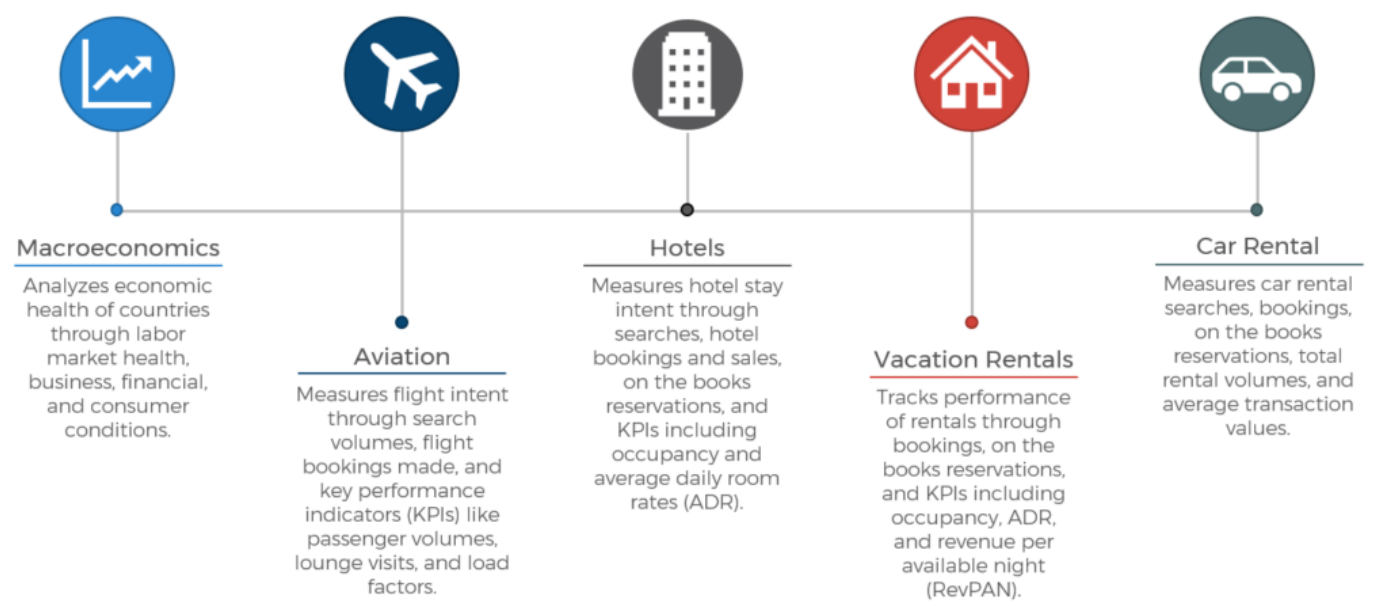
Skift Research collects and analyzes data from 20 different data partners, to provide the most comprehensive view of the travel industry's performance.

Aviation	Hotels	Vacation Rentals	Car Rental
amadeus	CENDYN	BEYOND	CarTrawler
aviasales	duetto	KEYDATA	
COLLINSON	hotelbeds	Transparent	
CRITEO	onyx		
ForwardKeys	OTA INSIGHT		
OAG	RateGain		
Skyscanner	Shiji		
SOJERN	TRUSTYOU		

INDEX DESIGN

The Index tracks 84 indicators per country to assess the health of the travel industry in each country. These indicators are aggregated into performance categories and sub-categories. The top level of division is by travel vertical, and each vertical is further divided by intent indicators, booking indicators, and key performance indicators.

The Index covers the following travel sectors:



COUNTRY COVERAGE

The Index focuses on the travel performance in 22 of the largest tourism economies, combined accounting for 62% of inbound tourism receipts, 67% of outbound tourism expenditure, and 78% of global 2019 GDP.

- Argentina
- Australia
- Brazil
- Canada
- China
- France
- Germany
- Hong Kong, China
- India
- Indonesia
- Italy
- Japan
- Mexico
- Russia
- Singapore
- South Africa
- Spain
- Thailand
- Turkey
- U.S.
- United Arab Emirates
- United Kingdom

INDEX SCORE CALCULATION

The Index is designed to provide an easy overview of the health of the travel industry. We have tracked the industry since the beginning of 2020. For 2020, 2021, and 2022 data, the

performance of each indicator is compared to the same time in 2019. The Index provides a score relative to a baseline reading of 100 for the same month in 2019.

The full methodology can be found on our [website](#).

DATA TABLES

Total Skift Travel Health Index Scores by Country

	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022
Argentina	59.0	76.3	82.0	98.6	94.9	98.9	95.5	96.7
Australia	57.9	73.3	86.5	93.7	92.2	98.0	92.8	93.3
Brazil	80.3	97.3	97.7	106.1	103.8	100.2	96.0	99.4
Canada	55.2	76.4	89.7	93.8	97.2	101.5	94.2	96.9
China	44.3	50.5	46.1	43.0	45.1	62.3	67.4	63.6
France	71.8	93.7	92.0	98.1	105.6	102.3	95.9	98.9
Germany	52.8	66.8	70.3	80.9	86.5	87.2	77.9	81.6
Hong Kong, China	26.3	32.0	31.2	31.8	37.1	41.3	45.7	61.2
India	53.5	76.1	85.1	95.6	103.4	104.0	102.3	106.7
Indonesia	51.0	51.3	63.1	72.1	82.3	85.1	76.0	81.0
Italy	60.1	78.2	84.5	96.4	107.7	103.8	99.0	100.7
Japan	39.8	38.2	43.7	46.8	56.7	57.5	61.0	64.8
Mexico	94.7	106.2	111.2	110.6	108.9	113.1	109.2	113.6
Russia	80.5	74.8	46.7	49.7	55.1	53.8	52.2	57.8
Singapore	44.3	56.7	65.4	78.2	84.6	86.9	79.1	84.2
South Africa	62.2	72.7	75.3	78.7	80.1	80.1	78.7	85.5
Spain	70.8	84.5	88.2	93.4	97.1	94.3	89.0	92.4
Thailand	43.5	49.6	58.9	71.8	83.1	85.2	76.9	74.7
Turkey	67.3	84.5	93.9	100.1	113.4	118.7	99.7	102.3
U.S.	78.5	95.7	98.4	102.6	101.0	103.4	99.3	100.0

	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022
United Arab Emirates	77.2	98.4	97.6	102.3	113.0	105.6	96.1	103.6
United Kingdom	71.4	86.4	90.6	95.8	99.5	98.3	95.1	98.9

Aviation Scores by Country

	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022
Argentina	52.8	63.1	68.6	75.3	73.1	76.2	75.7	81.9
Australia	48.3	64.0	80.5	88.8	80.2	86.1	81.9	84.3
Brazil	83.7	101.5	100.0	108.5	106.4	91.7	90.4	93.3
Canada	49.1	63.6	73.4	75.4	79.5	81.8	77.8	80.1
China	26.2	29.6	26.2	24.0	27.0	33.4	39.3	33.5
France	62.2	76.4	79.3	85.4	91.1	89.8	85.8	87.0
Germany	48.7	57.2	64.3	74.2	78.1	79.3	71.8	74.4
Hong Kong, China	8.0	8.1	10.0	12.0	12.9	14.6	15.0	18.2
India	59.7	76.1	86.9	92.2	102.6	98.8	98.6	94.4
Indonesia	25.9	27.6	38.1	46.9	51.3	55.0	46.8	51.0
Italy	62.1	77.7	84.9	101.2	110.5	107.5	102.4	105.2
Japan	26.2	26.5	33.0	37.1	40.3	43.1	44.8	45.3
Mexico	90.3	97.8	100.5	100.6	97.3	98.9	100.0	99.8
Russia	87.3	84.9	64.8	59.7	72.3	80.5	76.2	75.7
Singapore	22.9	29.2	40.9	52.7	60.2	65.7	55.3	55.6
South Africa	56.2	64.1	68.5	71.4	74.7	75.3	74.9	72.6
Spain	73.1	85.7	88.8	97.1	99.3	96.9	93.5	97.6
Thailand	28.4	33.2	38.9	47.2	57.2	61.1	59.3	61.0

	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022
Turkey	70.9	81.1	76.6	89.5	111.4	111.1	102.5	113.8
U.S.	70.0	83.2	88.9	91.6	90.3	93.4	89.6	90.5
United Arab Emirates	69.3	84.1	85.5	89.2	97.0	94.8	94.4	91.2
United Kingdom	62.1	76.5	81.8	87.2	89.6	88.9	86.1	89.1

Aviation contributes 37.5% to the total score. The scores in this table have been indexed to give a better insight into performance. 100 = pre-pandemic level.

Hotel Scores by Country

	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022
Argentina	67.3	76.1	96.6	123.1	115.4	125.1	119.2	113.2
Australia	53.0	66.1	81.8	91.3	94.7	102.7	93.6	93.1
Brazil	78.2	91.4	95.7	107.4	105.9	113.9	101.7	111.7
Canada	54.3	71.4	95.3	105.5	110.2	120.1	108.8	107.2
China	52.4	64.6	46.4	44.4	55.5	86.5	90.7	80.4
France	66.8	85.6	93.4	107.7	116.8	120.5	106.8	107.4
Germany	47.8	63.7	74.0	91.7	99.5	105.0	89.7	91.6
Hong Kong, China	36.9	49.9	37.5	40.1	49.2	52.4	60.7	91.6
India	47.5	81.2	94.2	113.8	126.0	124.1	113.1	124.4
Indonesia	72.2	64.7	89.8	101.7	121.1	122.3	102.7	105.8
Italy	55.9	77.3	87.5	101.9	118.2	115.5	106.2	99.4
Japan	64.7	58.9	61.0	62.8	78.2	75.4	75.5	75.7
Mexico	90.0	106.0	124.1	129.9	129.8	135.4	121.1	128.2
Russia	74.8	66.3	1.4	18.3	22.0	11.1	11.9	20.3

	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022
Singapore	58.1	76.4	91.6	103.8	105.1	101.7	94.1	103.1
South Africa	65.2	77.0	78.8	86.2	82.9	85.1	76.5	93.3
Spain	57.7	75.0	84.6	95.4	103.2	99.8	89.6	86.9
Thailand	58.2	62.1	76.9	101.3	116.9	114.6	90.3	81.2
Turkey	63.8	91.7	118.7	123.8	138.2	151.2	104.5	94.1
U.S.	79.3	95.3	102.7	112.1	114.8	114.6	110.3	103.2
United Arab Emirates	68.2	94.0	100.3	111.2	130.7	114.1	88.7	109.3
United Kingdom	61.3	79.3	89.8	99.5	105.2	106.2	103.2	100.9

Hotels contributes 32.5% to the total score. The scores in this table have been indexed to give a better insight into performance. 100 = pre-pandemic level.

Vacation Rental Scores by Country

	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022
Argentina	118.8	133.8	138.8	138.7	137.8	137.4	138.2	138.2
Australia	140.8	145.2	141.3	135.3	138.0	140.6	136.9	134.8
Brazil	114.0	116.9	113.7	116.1	110.8	108.1	113.7	110.8
Canada	103.8	112.3	123.8	120.9	121.2	123.2	121.9	119.8
China	119.9	117.0	115.0	108.9	112.6	113.8	115.7	137.1
France	105.6	139.6	128.8	119.7	126.6	125.5	124.9	120.8
Germany	99.9	103.2	96.0	90.8	94.8	94.2	93.3	93.6
Hong Kong, China	62.6	57.3	57.1	56.8	62.6	70.8	74.7	84.2
India	96.6	94.2	98.1	99.3	100.8	101.0	101.6	100.2
Indonesia	120.0	97.8	73.4	73.8	82.9	78.4	82.4	82.1

	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022
Italy	108.0	109.1	115.2	106.2	115.8	113.6	113.3	121.8
Japan	64.9	57.6	57.3	56.9	60.7	60.7	61.7	63.7
Mexico	133.2	134.6	136.6	123.1	123.3	123.0	120.0	127.6
Russia	111.1	92.6	119.2	111.1	101.3	93.5	92.9	92.8
Singapore	100.9	93.9	91.9	92.4	93.0	97.3	94.2	95.6
South Africa	86.3	93.0	97.8	99.5	98.3	93.1	99.7	91.6
Spain	121.1	120.7	132.7	112.2	107.0	110.1	107.5	111.3
Thailand	84.6	78.7	80.9	82.7	86.4	87.5	90.5	88.8
Turkey	101.9	99.7	109.3	103.0	105.2	95.6	102.9	105.3
U.S.	121.4	119.6	116.9	114.8	107.3	113.3	110.9	111.1
United Arab Emirates	123.8	126.2	130.2	116.3	123.4	114.5	120.0	119.5
United Kingdom	133.9	131.7	133.7	139.4	134.2	132.1	128.7	125.4

Vacation Rentals contributes 10% to the total score. The scores in this table have been indexed to give a better insight into performance. 100 = pre-pandemic level. 2021 VR data for Argentina missing.

Car Rental Scores by Country

	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022
Argentina	73.8	112.2	103.7	115.2	114.6	111.4	102.5	108.4
Australia	65.2	86.3	93.1	104.0	106.7	109.8	109.6	109.1
Brazil	92.2	110.5	105.0	109.0	111.3	109.8	105.1	98.3
Canada	75.4	110.0	112.5	116.6	117.3	115.4	108.3	114.0
China	29.4	41.9	52.8	52.7	43.1	48.5	56.1	55.5
France	115.1	150.2	120.1	117.9	117.0	103.2	97.3	108.7

	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022
Germany	66.4	88.2	80.2	83.1	85.5	81.2	78.8	82.1
Hong Kong, China	36.1	46.5	55.7	58.0	66.0	76.2	82.9	89.8
India	41.4	61.5	69.8	78.8	83.5	92.5	96.6	102.4
Indonesia	41.4	61.5	69.8	78.8	83.5	92.5	96.6	102.4
Italy	61.7	80.3	74.9	77.2	80.0	79.3	79.7	87.1
Japan	39.6	46.6	61.1	67.0	86.0	90.2	88.9	92.3
Mexico	118.8	128.9	115.8	114.6	119.7	115.2	114.2	118.3
Russia	74.6	74.6	74.6	74.6	74.6	74.6	74.6	74.6
Singapore	56.7	78.3	90.0	115.3	114.9	114.8	116.5	121.8
South Africa	81.1	110.0	96.0	92.5	95.1	97.9	98.9	104.2
Spain	74.2	91.7	77.9	79.1	83.2	83.2	82.4	88.5
Thailand	55.6	73.2	74.5	80.2	85.4	93.7	97.7	100.7
Turkey	74.7	92.6	84.5	90.3	78.7	84.7	91.3	95.4
U.S.	93.0	123.5	111.3	111.1	115.2	113.4	110.8	120.0
United Arab Emirates	102.5	137.5	111.2	117.2	116.9	117.9	111.8	117.8
United Kingdom	94.2	115.3	103.4	100.0	102.0	101.7	100.2	112.2

Car Rental contributes 15% to the total score. The scores in this table have been indexed to give a better insight into performance. 100 = pre-pandemic level.

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